



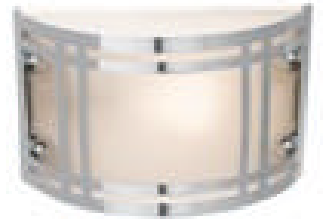
National Lighting Partner Meeting
April 4-6, 2005

Jeffrey Schwartz, ICF Consulting, *Former
Showroom and Distributor Owner and
Lead for EPA's Showroom and Distributor
Initiatives*

Working with Lighting Showrooms and Electrical Distributors In New Construction



- **A key to working with showrooms and distributors is to understand that there are many different business models**
 - Showrooms focused on end-user sales
 - Showrooms focused on builders and builder referred business
 - Electrical distributors with lighting showrooms
 - Electrical distributors with builder showrooms
 - Electrical distributors with no showrooms
 - Small independents
 - Large chains



Working with Lighting Showrooms and Electrical Distributors In New Construction



- **There are many opportunities to involve these distribution channels.**
 - In almost every scenario, the showroom or distributor is interacting with at least one of the other key players:
 - The Developer
 - The Architect
 - The Builder
 - The Electrical Contractor
 - The Homeowner
 - In many situations they deal with several of these players



Working with Lighting Showrooms and Electrical Distributors In New Construction



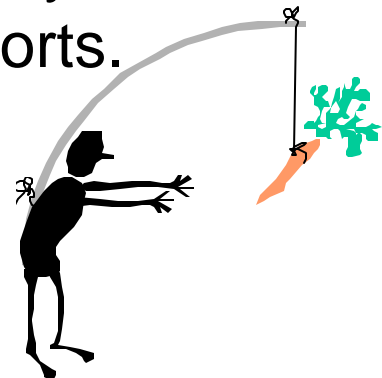
- Showrooms and Distributors have been become Partners through their organizations:
 - **ALA**
 - **Lighting One**
 - **NAED**
 - **NAILD**
- These ENERGY STAR Partners can be found on the ENERGY STAR web site – New List for Lighting & Electrical Distributors
- They are being trained through their organizations and through ENERGY STAR outreach

Working with Lighting Showrooms and Electrical Distributors In New Construction



- **Reaching the Electrical Contractor:**
 - This has been a problem for years in many energy-efficiency programs.
 - New product training and manufacturer visits are their lowest priorities.¹
 - Why? **They rely on their distributors for product knowledge and problem solving.¹**
 - In other words – Sell the Distributor and they will sell the Contractor. Make it worth their efforts.

¹ The Benfield Report for the National Association of Electrical Distributors



Working with Lighting Showrooms and Electrical Distributors In New Construction



- **Got ALPs?**
- **A story of 10,000 fixtures and the importance of distributors.**
- **Have you hugged your ENERGY STAR Distributor Partner Today?**
- **Learn more at the Showroom & Electrical Distributor Session Tomorrow at 1 o'clock**